

**STATE OF ALABAMA  
ALABAMA SECURITIES COMMISSION**

**IN THE MATTER OF:**

**I.D. ARMOR, INCORPORATED  
TV PRODUCTS 1, LLC  
TV PRODUCTS, INCORPORATED  
WILLIAM J. ROTH  
SHARRON L. ROTH  
JAMES N. ROTH**

**RESPONDENTS**

**ADMINISTRATIVE ORDER  
NO. CD 2012- 00<sup>13</sup>**

**CEASE AND DESIST ORDER**

The Alabama Securities Commission ("Commission"), having the authority to administer and provide for the enforcement of all provisions of Title 8, Chapter 6, Code of Alabama 1975, the Alabama Securities Act ("Act"), upon due consideration of the subject matter hereof, and having confirmed information of the offers for sale and/or sale of securities into, within or from the state of Alabama, has determined as follows:

**RESPONDENTS**

1. **I.D. ARMOR, INCORPORATED, ("ARMOR")** is a Nevada Domestic Corporation with a filing date of December 3, 2007, representing itself as a marketing business providing technology solutions to protect an individual's personal identification, with a business address of 4800 Alpine Place, Suite 3, Las Vegas, Nevada, 89107.

2. **TV PRODUCTS 1, LLC, ("TV PRODUCTS 1")** is a Nevada Domestic Limited Liability Company with a filing date of November 23, 2009, representing itself as a television infomercial and marketing company promoting products for sale to the general public, with a business address of 4800 Alpine Place, Suite 3, Las Vegas, Nevada, 89107.

3. **TV PRODUCTS, INCORPORATED, ("TV PRODUCTS")** is identified as a Nevada Domestic Corporation with a filing date of September 3, 2009, representing itself as a television infomercial and marketing company promoting products for sale to the general public, with a business address of 4800 Alpine Place, Suite 3, Las Vegas, Nevada, 89107.

4. **WILLIAM J. ROTH** is the registering agent of **ARMOR, TV PRODUCTS 1**, and **TV PRODUCTS**. Furthermore, **WILLIAM ROTH** has been identified as a past corporate President of **TV PRODUCTS** and a current Manager of **TV PRODUCTS 1** with a business address of 4800 Alpine Place, Suite 3, Las Vegas, Nevada, 89107.

5. **SHARRON L. ROTH** represents herself as a managing member of **TV PRODUCTS 1** and President of **ARMOR** and **TV PRODUCTS** with a business address of 4800 Alpine Place, Suite 3, Las Vegas, Nevada, 89107.

6. **JAMES N. ROTH** represents himself as a Managing member of **TV PRODUCTS 1**, Secretary of **ARMOR**, and the Treasurer of **TV PRODUCTS** with a business address of 4800 Alpine Place, Suite 3, Las Vegas, Nevada, 89107.

#### **STATEMENT OF FACTS**

7. The Commission has documents indicating that in January 2011 an Alabama resident received from representatives of **ARMOR** a "Private Placement Memorandum" relating to an offer for the sale of \$748,000.00 in shares of common stock to be issued by **ARMOR** pursuant to an exemption from registration contained in Section 4(2) of the Securities Act and Rule 506, Regulation "D" as a Private Placement Offering. Said memorandum identified **JAMES N. ROTH** as **ARMOR's** Treasurer. Furthermore, the resident was provided with **ARMOR's**, Investor Information Packet and a "Common Stock Purchase Agreement" offering the Alabama investor one (1) share of Common Stock in **ARMOR** for \$4,000.00.



8. On January 28, 2011, the Alabama resident executed the "Stock Purchase Agreement" identified in paragraph seven (7) and executed a check made out to **ARMOR** in the amount of \$4,000.00. Evidence indicates the "Stock Purchase Agreement" and the check were sent by FedEx to **ARMOR**.

9. In February 2011 the Alabama resident investor received a stock certificate number 123 from **ARMOR** representing one share of common stock and executed by **SHARRON L. ROTH** as Secretary/Treasurer and **WILLIAM J. ROTH** as President. In addition, a letter from **WILLIAM J. ROTH** was attached advising the Alabama investor that he was also receiving an interest in **TV PRODUCTS 1**. A certificate of ownership interest # 48 by the limited liability company was issued in the name of the Alabama investor and dated February 8, 2011, by **SHARRON L. ROTH** and **WILLIAM J. ROTH** as the company's Managers.

10. On April 3, 2012, a review of the Commission's registration files disclosed no record of registration or exemption from registration in the state of Alabama for the securities, to wit: the Common Stock issued in **ARMOR** or the interest in **TV PRODUCTS 1**.

11. On April 3, 2012, a review of the Commission's registration files disclosed no record of registration for **RESPONDENT(s)** as a Dealer or Agent for securities in Alabama.

12. A review of the United States Securities and Exchange Commission, Electronic Data Gathering, Analysis and Retrieval System, revealed no filing for an exemption under Regulation "D", Rule 506 with the agency for the exemption of the offerings by the **RESPONDENTS**.

### CONCLUSIONS OF LAW

13. Section 8-6-2(10), Code of Alabama 1975, enumerates any "stock" and any "certificate of interest" as a security. The stock and the certificate of interest as described in Paragraph number nine (9) are securities under the Act.

14. Section 8-6-4, Code of Alabama 1975 states: It is unlawful for any person to offer or sell any security in this state unless it is registered under the Act; the security is exempt from registration under Section 8-6-10; or the transaction is exempt under Section 8-6-11. The securities offered by the **RESPONDENTS** to wit, the "Common Stock" and the "Ownership Interest" had not been filed with the Commission. Therefore, the securities identified in paragraph ten (10) are not exempt from registration by the Commission and were offered in violation of the Act.

15. Section 8-6-4, Code of Alabama 1975 states: It is unlawful for any person to offer or sell any security in this state unless it is registered under the Act; the security is exempt from registration under Section 8-6-10; or the transaction is exempt under Section 8-6-11. The securities caused to be offered by **RESPONDENTS** to wit, the "Common Stock" and the "Ownership Interest" were not registered with the Commission nor subject to a perfected exemption from registration and were offered and sold in in violation of the Act.

This Order is appropriate in the public interest for the protection of investors and consistent with the purposes of the Alabama Securities Act.

This Order does not prevent the Commission from seeking such other civil or criminal remedies that may be available to it under the Alabama Securities Act.

Additionally, if the allegations set forth herein are found to be true, through administrative adjudication, failure of the **RESPONDENTS** to make a timely request for



hearing, or default of the **RESPONDENTS**, it is the intention of the Commission to impose sanctions upon the **RESPONDENTS**. Such sanctions may include, inter alia, an administrative assessment imposed on **RESPONDENTS**, an additional administrative assessment for investigative costs arising from the investigation of the violation(s) described herein against **RESPONDENTS**, and a permanent order to bar **RESPONDENTS** from participation in any securities related industry in the state of Alabama.

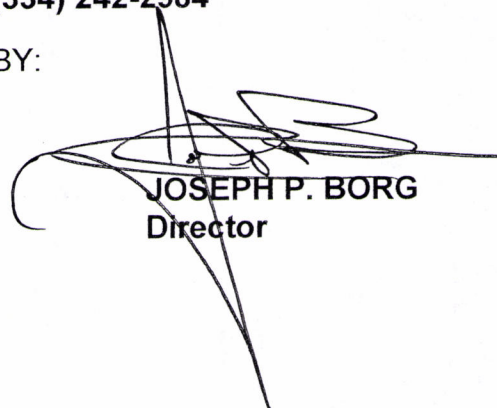
**ACCORDINGLY, IT IS HEREBY ORDERED** that **RESPONDENTS** immediately **CEASE AND DESIST** from further offers or sales of any security into, within or from the state of Alabama.

Entered at Montgomery, AL, this 1<sup>st</sup> day of MAY, 2012.



**ALABAMA SECURITIES COMMISSION**  
401 Adams Avenue, Suite 280  
Montgomery, AL 36104  
(334) 242-2984

BY:

  
**JOSEPH P. BORG**  
Director